

MARSHALL SPACE FLIGHT CENTER
CUSTOMER & EMPLOYEE RELATIONS DIRECTORATE
MEDIA RELATIONS DEPARTMENT

PROFESSIONAL DEVELOPMENT WORKSHOP
PUBLIC RELATIONS TRENDS

*PRESENTED BY
WORLD FAMOUS
"PR GURU"*

FRASER SEITEL



Huntsville Museum of Art
Beck Room
July 16, 2003
9:30 am – 11:00 am
Transportation will be provided

Employees interested in attending, please contact Chris Robinson by July 7, 2003.

Via email: Chris.Robinson@nasa.gov or 544-1422

FRASER P. SEITEL

Fraser P. Seitel is managing partner of Emerald Partners, strategic communications counseling firm, which he and associates created in February 1992. He is also senior counselor for corporate and financial communications at Burson-Marsteller, the world's largest, full-service public affairs-public relations agency.

PR Week Magazine named Mr. Seitel one of the "100 Most Distinguished Public Relations Professionals of the 20th Century." Mr. Seitel is a frequent contributor to cable television. **Among other programs, he has appeared on Fox News Channel's *The O'Reilly Factor*, *Fox and Friends* and *On the Record with Greta Van Susteren*; MSNBC's *The News with Brian Williams and Nachman*; CNBC's *Wall Street Journal Report*; and CNN's *Connie Chung Tonight*, *Inside Politics* and *Larry King Live*.**

Mr. Seitel was a communications manager with The Chase Manhattan Bank for more than two decades. As Chase's director of public affairs and senior vice president, prior to his resignation in 1992, Mr. Seitel was responsible for all aspects of Chase's international financial communications. In his two decades at Chase, Mr. Seitel personally counseled three generations of Chase chairmen -- David Rockefeller, Willard C. Butcher and Thomas G. Labrecque.

As a consultant, Mr. Seitel has provided investment and management communications counsel to, among others, U.S. Internal Revenue Service, U.S. Department of Defense, U.S. Immigration and Naturalization Service, U.S. Bureau of Alcohol, Tobacco and Firearms, Federal Deposit Insurance Corporation, Comptroller of the Currency, Federal Reserve Bank of Chicago, Depository Trust & Clearing Corporation, Chase, Bankers Trust Company, Riggs National Bank, First American Bank, First Nationwide Bank, Dime Savings Bank, Greater New York Savings Bank, Mercantile Bank of St. Louis, US Trust Company, NBD Bancorp, Metropolitan Life Insurance, Mutual of New York, Prudential, MasterCard International, First Data Systems, American Bankers Association, American Movie Classics Network, International Association of Amusement Parks and Attractions, New York State Society of Certified Public Accountants, Sallie Mae, Quotron Financial Systems, Northern

Telecom, BP America, Saudi Arabian Oil Company, Cemex, FEMSA, Chanel, Tiffany, Genzyme, Loctite, Miles, Carpenter Technology, United Technologies, Eastman Chemical, INET Technologies, Inc., Intermec Technologies Corp., Cordiant Communications CCGG.XM, Thompson Communications, Intiqua International, Inc., Friskies Petcare, Tiger Management, Meriwether Capital Corporation, fonix, Council of the Americas, Rockefeller University, Museum of Modern Art, Partnership for a Drug-Free America, Laura Pels Foundation, Surdna Foundation, Rockefeller Financial Services, Rockefeller University and the Rockefeller Family. He also has counseled numerous hospitals and health care-related institutions.

Mr. Seitel is co-author, with Steve Rivkin, of IdeaWise: How to Transform Your Ideas Into Tomorrow's Innovations, published by John Wiley in 2002. The ninth edition of Mr. Seitel's book, The Practice of Public Relations, used in 200 colleges and universities, will be published by Prentice-Hall in 2003.

Mr. Seitel is an Internet columnist for **odwyerpr.com** and contributing editor to *O'Dwyer's PR Services Report*. He is a seminar leader and lecturer for Ragan Communications and Estes Park Institute. He has been a columnist for *United States Banker* magazine and IBM's *Profit* magazine and editor of the Public Relations Society of America's *Strategist* magazine.

Mr. Seitel received a Bachelor of Journalism degree from the University of Missouri in 1968, a Master of Arts degree from the University of North Dakota in 1970, and a Master of Business Administration degree from New York University in 1977.

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